

OCT22/12 13.30
*** WPXI-TV ***

SALES PRSN WA- CHERYL BLAIR

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DATE OCT22/12 13.30

AGENCY EST# = 330

PROGRAM : NEWS
RA35+ : 3.5
CON COM1 : NEWS

PROGRAM :	TODAY SHOW
RA35+ :	4.4
CON COM1:	TODAY SHOW

REP HEADLINE# 6389403
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT22/12 13.30
 *** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			800A-900A PROGRAM : TODAY SHOW RA35+ : 3.6 CON COM1: TODAY SHOW	30	4	\$575.00	10/23	10/25	3		TU-TH	3
4			900A-1000A PROGRAM : TODAY SHOW RA35+ : 3.4 CON COM1: TODAY SHOW	30	3	\$575.00	10/23	10/25	3		TU-TH	3
5			1000A-1100A PROGRAM : ELLEN RA35+ : 3.7 CON COM1: ELLEN	30	4	\$350.00	10/23	10/25	3		TU-TH	3
6			1100A-1200N PROGRAM : ANDERSON COOPER RA35+ : 2.3 CON COM1: ANDERSON COOPER	30	4	\$275.00	10/23	10/25	6		TU-TH	6
7			1200N-1230P PROGRAM : NOON NEWS RA35+ : 3.0 CON COM1: NOON NEWS	30	4	\$375.00	10/23	10/25	3		TU-TH	3
8			130P-230P PROGRAM : TODAY SHOW RA35+ : 2.0 CON COM1: TODAY SHOW	30	4	\$275.00	10/23	10/25	3		TU-TH	3
9			400P-430P PROGRAM : JUDGE JUDY RA35+ : 4.2 CON COM1: JUDGE JUDY	30	4	\$400.00	10/23	10/25	3		TU-TH	3
10			430P-500P PROGRAM : JUDGE JUDY RA35+ : 4.9 CON COM1: JUDGE JUDY	30	4	\$500.00	10/23	10/25	3		TU-TH	3

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			500P-530P	30	4	\$800.00	10/23	10/25	6		TU-TH	6
PROGRAM : NEWS												
RA35+ : 5.8												
CON COM1 : NEWS												
12			530P-600P	30	4	\$800.00	10/23	10/25	6		TU-TH	6
PROGRAM : NEWS												
RA35+ : 5.6												
CON COM1 : NEWS												
13			600P-630P	30	4	\$1,000.00	10/23	10/25	6		TU-TH	6
PROGRAM : NEWS												
RA35+ : 6.7												
CON COM1 : NEWS												
14			700P-730P	30	4	\$1,650.00	10/23	10/25	3		TU-TH	3
PROGRAM : JEOP/WHEEL												
RA35+ : 8.7												
CON COM1 : JEOP/WHEEL												
15			730P-800P	30	4	\$1,650.00	10/23	10/25	3		TU-TH	3
PROGRAM : JEOP/WHEEL												
RA35+ : 7.9												
CON COM1 : JEOP/WHEEL												
16			1100P-1130P	30	4	\$2,000.00	10/23	10/25	3		TU-TH	3
PROGRAM : LATE NEWS												
RA35+ : 5.1												
CON COM1 : LATE NEWS												

OCT/12 46575.00 CONTRACT TOTAL 46575.00
 TOTAL SPOTS 60

MARKET TOTALS \$145,546 WPXI 32% KDKA 40% WTAE 25% WFGH 3% CABL 0% WPCW 0% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*